

Mohsin Behbahany

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ABOUT ME

Highly experienced and skilled in multiple fields such as Program Directing, Business Development Directing, Program Managing and Operations and Marketing Management. With well-coordinated and proven strategies, industry expertise and exceptional leadership talents. Results-oriented Managing Director driven to manage costs and establish strategic, mutually beneficial partnerships and relationships with users, vendors, and service providers. Adept at creating strategic alliances with organization leaders to effectively align with and support key business initiatives. Excel at building and retaining high-performance teams by hiring, developing, and motivating skilled professionals.

KEY POSITIONS

Hospitality Dynamics- New World Saigon Hotel	Program Director 2013 – Present (COVID-19) Saigon, Vietnam
Mid Oil Asia	Business Development Director 2010 – 2012 Singapore
Palms Hotel & Spa	Program Director 2007-2010 Kuwait

MILESTONES

100%

Customer satisfaction at Spendless
Shoes

CRM SYSTEM

launched & deployed successfully
at Reachout Homeloans

KEY STRENGTHS

LEADERSHIP SKILLS

Led teams from initiation of programs and achieved world records for sales and program management. Through leading programs worldwide, I am adept in communication, problem solving, coaching and mentoring, adaptability as well as relationship building. This is depicted through the various programs I have built to achieve record breaking goals from the ground up

BUSINESS ACUMEN

Opening of a new Program in Saigon, Vietnam. Full program management role. Representing the sole distributor for Indonesia’s National Oil Company, of all its petroleum products. Established and developed a marketing Loyalty program for an elite five-star Hotel property in Kuwait. Manpower, management of over 159 staff from 12 nationalities entailing, all operations and marketing of NAS Services, to all major airlines and logistical operators throughout the Gulf and Middle East.

RELATIONSHIP BUILDING

Proactively engaging clients as well as internal & external stakeholders, enables me to lead end to end customer satisfaction e.g., communicating with customers and building rapport and building long lasting personable relationships.

CAREER HISTORY

Hospitality Dynamics-
New World Saigon Hotel

Program Director

2010 – Present (COVID-19) | Saigon, Vietnam

MILESTONES

10/10

Customer
satisfaction

Opening of a new Program in Saigon, Vietnam. Full program management role with the five-star New World Hotel. Managed the program and staff of over 20 in setting new records in the Global market with Hotel Dynamics programs around the world.

100%

KPI Store targets
met.

Mid Oil Asia

Business Development Director

2010-2012 | Singapore

MILESTONES

KPI's

met; achieving highest
sales in 1 month

Representing the sole distributor for Indonesia's National Oil Company, of all its petroleum products. Main focus being the development of Gulf / Middle East markets in the lucrative Oil and Lubricants trade. Agency development, brand development and quality assurance. Marketing and procurement exposure to Public and Private sectors. Military contracts negotiations with defence forces throughout the region

Palms Hotel and Spa

Program Director
2007-2010 | Kuwait

MILESTONES

Recruitment

Recruited and trained
30+ employees

Established and developed a marketing Loyalty program for an elite five-star Hotel property in Kuwait. From its inception till program close date, establishing a package with the Hotel including accommodation and dining benefits, gym and private beach membership. Recruitment and training of 33 staff. Sourcing leads, building data bases, conducting secondary marketing campaigns.

Kuwait International
Airport

Operations and Marketing Manager
2005-2007 | Kuwait

MILESTONES

Ownership

Full ownership of
entire airport
operations with
managed budget and
delivery time

Manpower, management of over 159 staff from 12 nationalities entailing, all operations and marketing of NAS Services, to all major airlines and logistical operators throughout the Gulf and Middle East. Responsibilities included full capacity management of diverse products and services establishing the Fast-Track transit facility at Kuwait International Airport. Branding and opening of first and business class lounges.

Full ownership of entire airport operations with managed budget and delivery time. Additional functions included; established membership marketing, as a secondary marketing tool, along with a call centre office.

Establishing key client relations and maintaining them. Military liaison with Governments and private contractors. Carried a High Level, security clearance within Airport. Active member on management committee for airport operations

Hotel Dynamics Group

Northern Gulf Operations Manager
1999-2005 | Kuwait

MILESTONES

Profits &
KPI's

Met and broke all
records in the
Northern Gulf
Operation.

Profit and Marketing Development, Crowne Plaza Hotel, Kuwait, Crowne Plaza Hotel, Bahrain, Intercontinental Hotel, Doha, QatarStamford Senators Club, Sydney Australia Al Bustan Palace, Muscat Sultanate of Oman Abhu Dhabi, Forte Grand Hotel.

Responsibilities: Management and overall running of three primary Northern Gulf program's, budget establishment and negotiation, recruitment and constant monitoring of program progress, profits and KPI's.
Liaison with; Hotel owners and General management, for company interests and business management. Key successes in extra revenue taps, expansion of contract duration, maximum profitability.
Rooms selling and function bookings, a weekly leads base passed to hotel with a ninety percent hit rate. Membership sales delivery. A joint operations and

marketing system with all hotel products and services. During crisis period, established Stamford Senators Club in Sydney Australia, from inception, recruitment, orientation, delivery of sales budget. Includes many baby sitting assignments in Abu Dhabi, Dubai, Jakarta, Singapore. Member of management task force for international recruitment and training.

PROFESSIONAL DEVELOPMENT

Masters in Marketing

Diploma of Business (Marketing)

Kuwait University (Advanced Arabic)

Diploma of Commercial Shipping

SKILLS

- Maintained inventory accuracy by accurately counting stock on hand
- Effectively manage teams to meet & exceed organizational expectations
- Excellent Ability to deal at senior board level
- Capacity to work in hotbed area's and New Governments
- Design, implement and manage strategic budgets for effective business forecasting
- Effectively manage large staff pools of diverse backgrounds
- Holistic approach to managing business operations
- Cultural and business sensitivity
- Implementation and management of information systems for better business communication
- Computer and office technology literate
- Membership marketing
- Call centre management

REFEREE DETAILS
AVAILABLE UPON
REQUEST